

Station	WPGH-TV PITTSBURGH, PA	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	() POLITICAL		7669 STAGERS LOOP	Sales Office	() WASHINGTON
Product	KEITH ROTHFUS PACD12		DELAWARE, OH 43015	Salesperson	() KATHRYN SARDINSKY
Estimate#	2409	Agency C/P1/P2/E	//2409		
Buyer	WHITNEY EVERSOLE	Flight Dates	10/17/2012 - 11/06/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

***** Contract Coversheet *****

V3 6/21 - SEE LN 13 FOR NA - SEE LN 22 FOR MG

PLS CF -THANKS - KATHRYN

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product KEITH ROTHFUS PACD12

Estimate# 2409

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7669 STAGERS LOOP

DELAWARE, OH 43015

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--- CONTRACT COMMENT ---

PA CD 12 KEITH ROTHFUS 10/17-11/6 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/17-10/19	10P-1030P	NEWS	:30	\$750.00	W-F	2	1	2	\$1,500.00
2	10/22-11/02	10P-1030P	NEWS	:30	\$750.00	M-F	3	2	6	\$4,500.00
3	11/05-11/05	10P-1030P	NEWS	:30	\$750.00	M	1	1	1	\$750.00
4	10/17-10/19	1030P-11P	NEWS	:30	\$750.00	W-F	2	1	2	\$1,500.00
5	10/22-11/02	1030P-11P	NEWS	:30	\$750.00	M-F	3	2	6	\$4,500.00
6	11/05-11/05	1030P-11P	NEWS	:30	\$750.00	M	1	1	1	\$750.00
7	10/21-10/21 10/28-11/04	10A-11A	NEWS	:30	\$75.00	SU	2 1	1 2	2 2	\$300.00
8	10/21-11/04	10P-1045P	NEWS	:30	\$750.00	SU	1	3	3	\$2,250.00
9	10/21-11/04	10P-1045P	SPORTS NEWS	:30	\$750.00	SU	1	3	3	\$2,250.00
10	10/21-11/04	12P-1P	NFL PREGAME	:30	\$500.00	SU	1	3	3	\$1,500.00
11	10/21-10/21	1P-4P	NFL	:30	\$3,500.00	SU	1	1	1	\$3,500.00
12	11/04-11/04	1P-4P	NFL	:30	\$3,000.00	SU	1	1	1	\$3,000.00

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13	10/21-10/21	4P-7P	NFL	:30	\$3,500.00	SU	0	0	0	\$0.00
			[MADE-GOOD BY LINE(S) 22]							
22	10/28-10/28	4P-7P	NFL	:30	\$3,500.00	SU	1	1	1	\$3,500.00
			[MKGD FOR SPOTS MISSED ON LN #13: 10/21(1/WK)]							
14	10/28-10/28	4P-7P	NFL	:30	\$3,500.00	SU	1	1	1	\$3,500.00
15	10/17-10/19	6P-630P	BIG BANG	:30	\$600.00	W-F	1	1	1	\$600.00
16	10/22-10/26	6P-630P	BIG BANG	:30	\$600.00	M-F	2	1	2	\$3,000.00
	10/29-11/02						3	1	3	
17	11/05-11/05	6P-630P	BIG BANG	:30	\$600.00	M	1	1	1	\$600.00
18	10/17-10/19	7P-730P	BIG BANG	:30	\$900.00	W-F	3	1	3	\$2,700.00
19	10/22-11/02	7P-730P	BIG BANG	:30	\$900.00	M-F	3	2	6	\$5,400.00
20	11/05-11/05	7P-730P	BIG BANG	:30	\$900.00	M	1	1	1	\$900.00
21	10/20-11/03	8P-11P	PAC 12	:30	\$400.00	SA	1	3	3	\$1,200.00

---REPORT TOTALS---

Report Totals: 55 / \$47,700.00

---SALES MONTHLY TOTALS---

Oct 12: 33 / \$30,225.00 Nov 12: 22 / \$17,475.00

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Sales Totals: 55 / \$47,700.00
Station Totals: 55 / \$47,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$340,714	CABL	0%	KDKA	35%	UNKN	0%	WPCW	0%	WPGH	14%
		WPMY	0%	WPXI	26%	WTAE	25%				

Books null
Demos RA35+